



GuideStone®

Director of Insurance Product Strategy & Development

Reporting To: Managing Director, Insurance Program Management

Location: Dallas, TX (relocation required)

www.guidestone.org



Insurance | Risk Management | Consulting



Organizational And Cultural Overview

Our client, **GuideStone**, is committed to providing retirement solutions, insurance coverage and investment products and services to churches, ministries, organizations and institutions as well as ministry-minded individuals. GuideStone's mission is serving YOU.

Who Are We

GuideStone is a diversified Christian financial services provider, offering retirement, insurance, investment management, property and casualty coverage, and executive planning products and services to the Southern Baptist and wider evangelical Christian community. We are committed to equipping churches, universities, hospitals, mission-sending organizations and other ministries, as well as ministry-minded individuals, with products and services that promote financial, health and spiritual wellness – all while honoring the Lord.

GuideStone is one of the historic entities of the Southern Baptist Convention (SBC). GuideStone's religious convictions reflect our commitment to observe and practice the teaching of Scripture. Our employment is guided by the basic beliefs of the SBC.

The SBC has a rich history of publicly declaring religious convictions common to Southern Baptist churches and ministry organizations cooperating to share the gospel with a lost and dying world. Our beliefs serve as the foundation for GuideStone's employment policies and procedures.

What We Value

Excellence: We offer faith-based mutual funds.

Teamwork: We invest in our employees' development

Humility: We serve a faith-based marketplace

Integrity: We let ethics drive our culture

Compassion: We raise millions in relief funds each year

Stewardship: We reach out to the local community



Organizational And Cultural Overview

How We Serve

GuideStone Gives provides an opportunity for GuideStone employees to serve our local community alongside one another and share the love of Christ

About GuideStone

GuideStone was founded more than 100 years ago to meet the financial needs of retired pastors, their families and, in many cases, their widows. Today, we serve more than 50,000 churches and ministries and 250,000 individuals, including pastors, ministers, church workers, missionaries, hospital employees, university and seminary staff, and countless others serving in ministry organizations around the world.

The organization exists to honor the Lord by being lifelong partners with our ministry organizations and participants on their journey to financial, health and spiritual wellness. From the first day of careers to the last and into your retirement years, GuideStone will be there every step of the way through comprehensive offerings:

Retirement Solutions
Faith-based investing
Life insurance and health plan coverage
Property and casualty coverage

The GuideStone story is about 250,000 pastors and professors, ministers and missionaries, hospital workers, college faculty and staff, children's home employees and others who work in ministry and church life. Serving them are more than 400 employees who seek to live out a **Vision** that reminds them that "**GuideStone exists to honor the Lord by being a lifelong partner with our participants in enhancing their financial security.**" In that vision, we find our mandate and the motivation to achieve it. The **Mandate: Enhance the financial security of our participants.** The **Motivation: Honor the Lord.**



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By advocating for the faith-based values of life, family, stewardship, health and safety, GuideStone represents each of the 250,000 participants in the larger conversation of faith and Christian values. **We help influence companies to enact authentic, positive change as they conduct business.** Additionally, we serve as your advocate in the halls of government, working with regulators and legislators on behalf of those we serve. Because we believe in holding fast to our ideals, several decades ago GuideStone implemented an investment policy to help support our biblical values through the protection of health, safety and emotional well-being of those we serve. Therefore, GuideStone does not invest in any company that is publically recognized as being in the alcohol, tobacco, gambling, pornography or abortion industries.

Mission:Dignity

Mission:Dignity honors retirement-age Southern Baptist ministers, workers and widows struggling to meet basic needs through advocacy and financial assistance. Mission:Dignity is the heart of GuideStone and has been at the center of the work since the beginning, more than 100 years ago.

Through this ministry, more than \$9 million is distributed annually to help retirement-age Southern Baptist ministers, workers and their widows whose income is insufficient to meet their needs. These men and woman have faithfully served God's people and now find themselves struggling to meet even basic needs. Many served small, rural churches that paid only modest salaries and couldn't afford to contribute to their pastor's retirement.

Much of the funding for the ministry comes from the direct gifts of individuals, groups and churches in our Southern Baptist family. Through these gifts, recipients can buy groceries, pay a utility bill, or get prescriptions and medical care. It's more than just the money. We are called to serve those who served us.



Position Summary

The **Director of Insurance Product Strategy and Development** will be responsible for the product strategy, development and management for GuideStone's Insurance core product line. He/She will seek to support the revenue growth goals of GuideStone by providing best in class products and services while minimizing the time to market. He/She will collaborate with other areas within the GuideStone organization to drive organizational performance and direct initiatives for continued business growth. He/She will lead GuideStone's ability to grow through new products, markets and distribution channels.

The **Director of Insurance Product Strategy and Development** will be tasked with growing each insurance vertical: small/personal/single plans, small groups (<50), large groups (>50), as well as life & disability.

He/She will review each customer segment to strategize a growth plan while benchmarking all current products success to market changes. This role will also create a vision and strategic roadmap for the direction of product lines as well as customer personalization segments. This leader will supervise a team of 4 product managers and lead them through how to support the projected growth.

The successful candidate will be capable of **working collaboratively across functional areas** to understand GuideStone's current capabilities, **engage with external stakeholders** to identify key requirements and potential solution gaps, **establish a vision** for integrating capabilities into a **unified, industry-specific solution**, **partner with marketing/sales** to communicate their distinct value proposition and **further shape their solution** and **go-to-market strategy**.

The leader GuideStone seeks must be able to assume the role of a **client advocate**, **team player**, and **growth-oriented leader** while operating with a **sense of urgency** on behalf of clients. The **SVP, Industry Vertical Solutions** must be able to **quickly integrate** into and **understand the unique offerings** presented by GuideStone to **ensure the target solutions and operational targets are delivered** for their existing and future client portfolio.

GuideStone is seeking a candidate who can **think strategically** as well as **lead and execute tactically**. This leader will be **customer-focused**, **detail oriented**, **articulate**, **credible** and one who **instills confidence in the most demanding customers**. The role will require a **business savvy & technically oriented executive** that can **execute an effective service and delivery strategy focused on results, performance, process and prioritization**.

START STRONG

in Retirement

Building a Foundation for a Lifetime

Key Responsibilities

- **Provide long-term vision and direction for the Insurance Line of Business (LOB) core products** by leading efforts from ideation to recommendation among key stakeholders.
- Maintain **resulting product or customer segment roadmaps**.
- Oversee progress and achievement of metric-focused goals **within product lines and customer segments**.
- Provide **ongoing reporting to track the progress of established goals**.
- Measure competitiveness and profitability of **current product suite and collaborate with internal stakeholders for bringing improvements to market quickly**.
- **Develop team's awareness of customer market** and respond appropriately with competitive and profitable solution.
- Manage the entire product lifecycle from business case analysis, requirements gathering, product positioning, release, and monitoring product performance.
- **Apply Agile project management and Stage Gate concepts** to facilitate effective product development and launch phases.
- Display a **growth mindset to conscientiously innovate and adapt as needed in response to internal and external factors** to continually elevate products and services for an evolving customer profile.
- Works to **gauge the initial market demand, market requirements, market pricing, and risks associated with the product concept**.
- **Helps develop systematic and streamlined product templates and processes** such as workflow tools, pre-formatted business cases, health check and deep dive KPI's and assessment tools, etc. in conjunction with key product leaders.



Functional Experiences, Skills & Requirements

- **Personally engaged by and actively participating in the Christian faith; attracted to working within and impacting a Christian faith-based organization that seeks to serve other Christians and willing to abide by Guidestone's Beliefs.**
- Bachelor's Degree **OR** equivalent experience required; **Graduate degree (MBA) or CPA preferred.**
- **10+ years of experience in insurance / health plan product development, setting strategy and impacting growth through new products; proven track record** of building and executing a **strategic plan** as it pertains to growth of insurance plans.
- Successfully leveraged a **Stage Gate Process** to support Product Development.
- Successful experience in **architecting and leading strategy formulation & execution** in a fast-paced business environment.
- Prior experience **analyzing customer needs** and developing **end-to-end customer solutions** highly desired.
- Ability to think conceptually/abstractly, combined with strong project management and overall computer skills
- Capable of generating market/product insights and influencing strategic plans that have potential to generate value for the company.
- Strong market analysis skills, with the ability to be an expert on global and related markets, including competitors, customers, products, and technologies.
- Demonstrated leadership, management, communication skills and influence competency; **natural and confident, yet humble leader**; ability to **interact with all levels** including senior management, line employees, customers, and outside professionals.
- Strong business acumen, analytical, strategic thinking and conceptual reasoning skills.
- Ability to **plan, prioritize, and execute** effectively while handling multiple tasks simultaneously under various deadlines
- Strong sense of service and passion to lead ongoing **organizational transformation**; thrives on **change, fast-pace, action** and **accountability**
- **Strong internal and external research and networking skills**
- Strong **financial, analytical, research and problem solving skills**
- Willingness to **travel up to 10% annually**



Organizational & Leadership Competencies

- An individual of unimpeachable integrity, possessing strong interpersonal skills and a sense of urgency; will be sought out as a team member.
- A fast learner with a positive professional attitude.
 - Strong bias for action, with ability to accelerate change as a project leader.
 - Outstanding data-driven decision-making skills.
- Excellent verbal and written communication skills that serve to influence and persuade others.
 - A “hands on” professional who leads by influence, rather than authority arising from reporting lines, and motivates individuals at all levels to strive for success and excellence.
- Results driven with an anticipatory style that enables him/her to advise leadership to identify problems and opportunities for line management.
- A team player, willing to subjugate his/her own ego for the good of the common goal.
- Strategic, creative and analytically minded.
- Outstanding business acumen. Right balance of “thinker” and doer. Can translate technical concepts into business action.
- Task and project focused, can set and meet deadlines; detail oriented.
- Able to work collegially, but effectively through others and build strong professional relationships.
- **Delivers on commitments** with a **strong sense of urgency**. **Builds and instills trust**.
- A **leader** with a proven track record of **delivering results**; **Process and metric driven**.
- **Humble, Hungry and Smart**
- High level of personal **integrity**, ethics, initiative, and strong interpersonal skills
- Strong interpersonal relationship with a charismatic style; team player
- Independent, able to communicate efficiently at all levels



Compensation

Depending on the skills & experiences of the individual chosen, a competitive compensation package will be offered including base salary, performance-based bonus, great benefits and relocation assistance.

Contact Information

If you are qualified and interested in being considered as a candidate for this great opportunity, please feel free to reach out to:

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For more information about **Gallagher Executive Search and Leadership Advisory**, please visit AJG.com/US/Executive-Search.